**Personal Selling at Its Best (and NOT!)**

DIRECTIONS: You and your partner(s) will select a sales scenario from below and act out a an example of “good” selling while following the eight (8) steps of personal selling process. Along with your skit, you will need to briefly explain how your team illustrated each step of the personal selling process. This should be in report form and must be typed. Along with acting out a good example of selling, you will be required to demonstrate a poor example of selling. You may use the same sales scenario for both or you may select different scenarios for each.

**Sales Scenarios:**

* Athletic shoes to a high school student
* Scented hand cream to an elderly lady
* Leather briefcase to a young business executive
* New tires to a working mother
* New computer system to a small restaurant owner
* Diamond engagement ring to a young college student
* Car insurance to a father with a teenager about to get a driving license
* A baby gift for a friend who just had a baby (customer is a single person with no kids)
* Lawn mower for a new home owner
* Television set for a mother with small children
* Baby-sitting service for a mother with a 6 year old and 8 year old
* Window cleaning service for a restaurant owner
* Television satellite system for a retired couple
* Alaskan cruise for a retired couple
* Landscaping service for a hospital that is being remodeled or expanded
* Gym registration/membership for an out of shape, working, middle age parent